

Facebook Tiktok and Instagram as a Marketing Tools and Branding Strategy for MSMEs

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A R T I C L E I N F O

Keywords: Marketing Tools, Branding Strategy, MSMEs

Received : 16, December

Revised : 30, December

Accepted: 26, January

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A B S T R A C T

This study aims to analyze the social media performance of Pempek Sulthan and Pindang Agan Palembang on Instagram and TikTok platforms and evaluate the effectiveness of each platform in the context of MSME marketing and branding. Data were collected from the analysis of impressions, engagement rates, and follower growth over a certain period. The results show that TikTok generates a higher average daily impression than Instagram, with 833 impressions per day and 86% new followers, while Instagram records 499 impressions per day and 53% new followers. However, the engagement rate on both platforms is still low, below 1, indicating minimal follower engagement. In terms of growth performance, Instagram is superior in likes, comments, and views metrics compared to TikTok, although this comparison is influenced by the higher frequency of posting on Instagram. The SWOT analysis identifies the position of Pempek Sulthan and Pindang Agan in Quadrant I, indicating strength and readiness for expansion through a vertical integration strategy. The QSPM results emphasize the importance of monitoring platform performance to evaluate marketing effectiveness and determine future platform usage strategies.

INTRODUCTION

Population growth in Indonesia continues to experience a significant increase every year, as reported by the Central Statistics Agency in 2022, where the population reached 32.56 million people (Windasari et al., 2020). Of this number, the productive age population, namely those in the 15–29 year age range, dominates the population (Susan, 2020). This condition creates its own challenges for the younger generation, who must compete fiercely in an increasingly competitive world of work or seek other alternatives to earn income, such as starting their own business (D. Saputra et al., 2015). The disparity between the number of job seekers and available jobs worsens the situation, prompting the need for alternative solutions that can maintain the productivity and welfare of the younger generation (Candraningrat et al., 2021).

On the other hand, although business opportunities in the Small and Medium Enterprises (SMEs) sector are very promising, especially for the younger generation, interest in entrepreneurship is still relatively low (Navaretti et al., 2017; Zapata-Cantu, 2020). This is ironic amid the rapid digitalization era, where generation Z, who was born and grew up in an environment full of technology, should have their own advantages in developing MSMEs (Aprilian & S, 2023; Syuhada & Gambett, 2013). With the ability to master digital technology, this generation has great potential to pioneer and manage businesses that have great opportunities, especially by utilizing markets that have high consumption power (AM et al., 2022; Milne & Parboteeah, 2016). The use of digital technology not only simplifies the business process, but also opens access to a wider market, both domestically and internationally (Navaretti et al., 2017). Therefore, more intensive encouragement and guidance are needed to foster interest in entrepreneurship among the younger generation, so that the great potential they have is not wasted.

Empirically, MSMEs in Indonesia have shown extraordinary resilience in facing various economic crises, including the 2019 global recession triggered by the COVID-19 pandemic (Lestari et al., 2020). During this period, MSMEs have become the backbone of the national economy, maintaining local economic activity and providing jobs when many other sectors have declined (Sedyastuti et al., 2021). However, despite MSMEs' great potential, there is a significant gap in the use of digital technology among MSMEs (Tambunan, 2019). Data shows that many MSMEs are not yet fully technologically literate, which causes them to be less than optimal in using digital marketing tools, such as social media, e-commerce, and data analytics, which can help them reach a wider market and improve operational efficiency (Ali et al., 2020; Lin et al., 2019).

This research is important because it focuses on critical structural issues faced by MSMEs in Indonesia, namely the limitations in utilizing digital technology for marketing and branding. This study not only maps the existing challenges but also explores the great potential of the younger generation, especially generation Z, who are naturally more familiar with digital technology. By examining how the younger generation can play an active role in the transformation of MSMEs through the adoption of technology, this study

offers new perspectives and concrete solutions to increase the competitiveness of MSMEs in the digital era (Putri et al., 2023) .

The novelty of this study lies in the approach of integrating digital technology combined with the potential of the younger generation in driving the development of MSMEs. This study provides a unique contribution by proposing a MSME development model that focuses on digitalization, led by generation Z who have a competitive advantage in the use of technology. Thus, this study enriches the MSME literature, especially in the context of digital marketing strategies and strengthening the role of generation Z in driving the growth of the MSME sector.

The main objective of this study is to explore how the use of digital technology by generation Z can improve the performance and competitiveness of MSMEs in Indonesia. In addition, this study also aims to identify strategic steps that can be taken by business actors and policy makers in supporting the digital transformation of MSMEs. Thus, the results of this study are expected to provide practical recommendations to overcome the existing technological gap and maximize the potential of MSMEs in the digital era.

LITERATURE REVIEW

Digital marketing is a marketing strategy that utilizes digital technology, especially the internet, to reach target audiences more effectively and efficiently (Nurliza & Oktoriana, 2021; Sultan & Sultan, 2020). In today's digital era, the use of platforms such as social media, email, search engines, and websites are the main elements in marketing products or services (Lina & Permatasari, 2020). This strategy allows companies to reach consumers directly, provide a more personalized experience, and measure campaign effectiveness in real-time. With a digital marketing approach, businesses can maximize ROI (Return on Investment) through measurable strategies based on accurate data (Bastani et al., 2019; Krizanova et al., 2019).

One of the key components in digital marketing is marketing tools, which are tools or devices used to manage, measure, and optimize various aspects of marketing (Akbar et al., 2021). Some of the most popular social media platforms as marketing tools are Facebook, TikTok, and Instagram (Handa & Gupta, 2020; Vieira et al., 2019). Each has its own advantages in reaching audiences and supporting digital marketing campaigns in a personal and interactive way (Karácsony et al., 2020). Facebook, for example, provides the Facebook Ads and Facebook Insights features that allow companies to target audiences based on demographics and interests, as well as analyze ad performance in detail (Karácsony et al., 2020). TikTok, with its short video content, is known as an effective tool for building brand awareness, especially among the younger generation, while Instagram focuses on visual content and e-commerce through features such as Instagram Ads, Shopping, and Reels (Matidza et al., 2020; Rose & Rodhiah, 2023).

Facebook, as one of the oldest platforms, provides a variety of very comprehensive marketing features. Facebook Ads allows companies to target audiences based on demographics, interests, and behaviors (Yanto & Aprilian,

2023). In addition, the Facebook Insights feature provides in-depth data on the performance of content and ad campaigns, allowing for effective evaluation and adjustment of strategies. With features such as Facebook Business Suite, businesses can also manage messages, posts, and interactions more efficiently, creating a more consistent customer experience (Bala & Verma, 2018). TikTok, a platform known for its short-form video content, has become a very powerful tool for brand awareness, especially among the younger generation. TikTok Ads allows businesses to create interactive and engaging ads through various formats, such as In-Feed Ads, Hashtag Challenges, and Branded Effects. TikTok's unique characteristic is its algorithm that can quickly make content go viral. This makes TikTok an ideal marketing tool for creative and viral campaigns, helping brands reach a wider audience quickly. Instagram, which focuses on visual content, is also very popular among businesses to build strong branding and interaction with audiences. Instagram Ads and the Shopping feature allow businesses to sell products directly through the platform, making it easier for consumers to make purchases. In addition, the use of Instagram Stories, Reels, and IGTV gives brands the opportunity to communicate more dynamically with their followers. The combination of strong visuals and e-commerce features makes Instagram a very effective marketing tool for increasing engagement and conversions (Agmeka et al., 2019). These three platforms offer a variety of tools and features that support businesses in building a strong digital presence and reaching audiences in a more targeted and effective way. One important component in digital marketing is marketing tools, which are tools or devices used to manage, measure, and optimize various aspects of a marketing strategy. Marketing tools include various types, such as email marketing platforms (for example MailChimp), tools for social media management (such as Hootsuite and Buffer), to analytics tools such as Google Analytics that help measure the performance of digital campaigns (K. Saputra et al., 2019). The use of the right marketing tools allows businesses to automate processes, increase efficiency, and gain better insight into consumer behavior and market trends.

Digital marketing and marketing tools provide flexibility and scalability for businesses in developing marketing strategies that can be tailored to the needs and goals of the company. In increasingly fierce global competition, the use of digital marketing tools is not just an option, but a necessity to stay competitive. With a combination of innovative digital technology and the right marketing tools, companies can strengthen their presence in the market, attract more customers, and increase loyalty through more relevant and targeted communications.

METHODOLOGY

Research Design

This study uses a time series method, where data is collected periodically over time to see the changes that occur. The study was conducted online with a focus on MSMEs that use Facebook, Instagram, and TikTok applications as branding strategies and marketing tools. The main location of this study is in

Palembang City, South Sumatra, and will take place from December 2023 to February 2024.

Population and Sample

The population of this study was all MSMEs registered with the South Sumatra Cooperative and SME Service, totaling around 330,000 business units. The subjects of the study were MSMEs that had used the Facebook, Instagram, and TikTok applications and were engaged in the food and beverage industry. One of the MSMEs that met these criteria was Pempek Sulthan and Pindang Agan, which was used as a case study sample.

Data Collection Techniques and Research Instruments

The data in this study are divided into two types: primary data and secondary data. Primary data were obtained directly from MSME actors through interviews and observations of the use of social media applications as a marketing tool (Am & Setiawati, 2023). Secondary data were obtained from literature, related journals, and internet sources. The main data collection instruments were unstructured interviews, which allowed respondents to provide answers freely, as well as direct observation of behavior and marketing strategies on social media (AM & Purnama, 2024).

Data Analysis Techniques

1. SWOT Analysis

SWOT analysis is used to identify and evaluate internal and external factors that influence the marketing strategy of MSMEs. By using the SWOT matrix, this study will map the strengths, weaknesses, opportunities, and threats faced by MSMEs (Atmoko, 2018). The strategies formulated aim to maximize strengths and opportunities and minimize weaknesses and threats.

2. IFAS-EFAS Matrix

The IFAS (Internal Factor Analysis Summary) matrix is used to evaluate the internal strengths and weaknesses of MSMEs, while the EFAS (External Factor Analysis Summary) matrix is used to analyze external opportunities and threats (Watson, 2017). This assessment is carried out by giving weight and rating to each factor to measure its influence on the strategy to be taken. The total score of this matrix determines the strategic response that needs to be taken by MSMEs in dealing with existing strategic factors.

3. Evaluation of Internal and External Factors

Internal factor evaluation includes analysis of strengths, such as the diversity of marketing platforms used (Facebook, Instagram, TikTok), and weaknesses, such as lack of consistency in content. External factors include opportunities that can be utilized from government support as well as threats from competitors and tax increases. This evaluation helps in understanding how these factors affect the marketing strategy of MSMEs.

4. *IE and SWOT Matrix*

The IE (Internal-External) Matrix is used to determine the company's position in the growth cycle and choose the appropriate strategy. The SWOT Matrix combines the results of evaluating internal and external factors to formulate the right strategy for MSMEs (Atmoko, 2018). The use of these two matrices allows for a comprehensive analysis that leads to the development of effective and relevant marketing strategies based on market conditions and the internal capabilities of MSMEs.

RESEARCH RESULT

Pempek sulthan and pindang agan located in Palembang city were used as samples of this study, this study was conducted from June to the present. In order to collect information for the study, the researcher conducted observations on the social media platforms of pempek sulthan and pindang agan Palembang. The platforms that the researcher observed were social media Facebook, Instagram and TikTok, this aims to determine the performance of each platform in making posts on the account. In addition to observations, we also spoke via telephone and WhatsApp with the management staff of pempek sulthan and pindang agan, namely Mr. Indra as the supervisor of the MSME. To obtain data related to the number of visits, the number of comments and likes, the researcher asked for help from the supervisor staff so that the owner of pempek sulthan and pindang agan would provide screenshots of daily reports of the accounts used in online marketing activities.

The information obtained by researchers is a screenshot of followers' insights from the age and gender of each platform, then the popular cities of the followers of the account, the number of reaches of the account, the interactions carried out by the account holder in communicating, either answering comments or even commenting on other people's posts, the number of net followers likes, and post views for the last 7 days, 28 days and 60 days. In this study, researchers focused on the selection of marketing tools and branding strategies in online marketing activities, which experienced problems in the use and knowledge of the steps to be used as well as the selection of content strategies and the use of copywriting in an effort to increase the awareness of potential new consumers from pempek sulthan and pindang agan themselves. For now, pempek sulthan and pindang agan Palembang do have three tools in marketing activities on social media, but after researchers checked it turned out that pempek sulthan and pindang agan Palembang were more focused on only two platforms, namely TikTok and Instagram, where content creation is usually done two to five times a month.

This means that there are still many gaps in the creation of content and posts made by pempek sulthan and pindang agan Palembang, the following researchers will display screenshots of posts from each account that was actively used during June until now. Measuring the effectiveness of branding strategies on the tiktok, instagram, and facebook applications is measured using the analytics of each platform to determine the performance results of photo or video posts that have been displayed on each social media, the following are

the results of tiktok analytics on the number of viewers of the most popular content on the pempek sulthan and pindang agan palembang accounts:

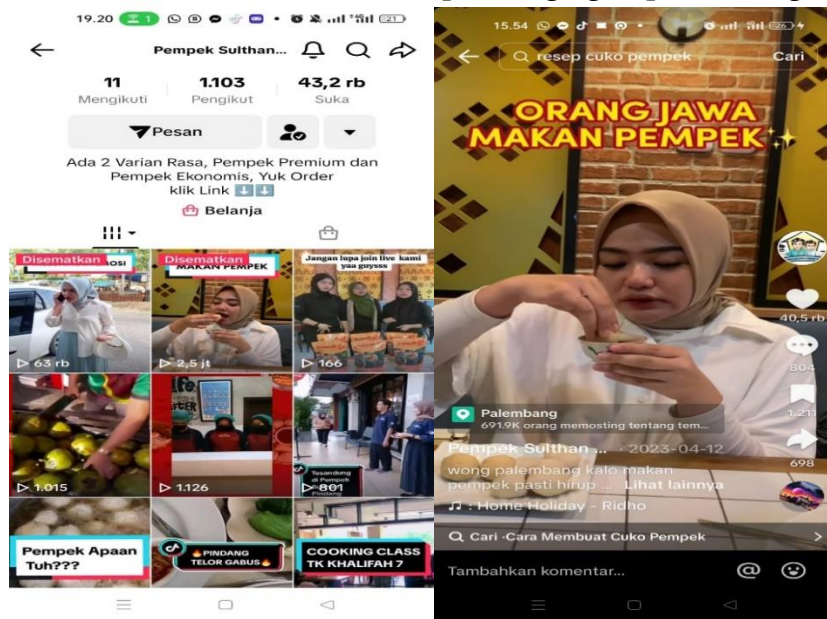


Figure 1 Screenshot of Popular Content Performance on the Tiktok Platform Pempek Sulthan & Pindang Agan Palembang

Based on image 1, it turns out that the most popular content on the TikTok account Pempek Sulthan and Pindang Agan Palembang is content about how people outside Palembang, such as Java and Kalimantan, eat pempek mixed with vinegar. The results of this content have been played two point five million times since it was first broadcast with the hashtags used, namely #Pempeksulthanpindangan #Palembang #Palembangnian.

After analyzing all the content that was broadcasted until July 19, 2024, it was 50K for 60 days or an average of 833 views per day with a new number of viewers of 43K or 86% of the reach for the views of the tiktok account posts of pempek sulthan and pindang agan palembang are new viewers, this means that tiktok has quite a large potential in getting potential new consumers. And when viewed from the growth in views of the pempek sulthan and pindang agan account posts, it also experienced a growth of 4.3% from the views of the posts 60 days ago, even though the creation of photo or video content was only done 2-5 times in one month. The following is an attachment of the number of views of video content on tiktok:

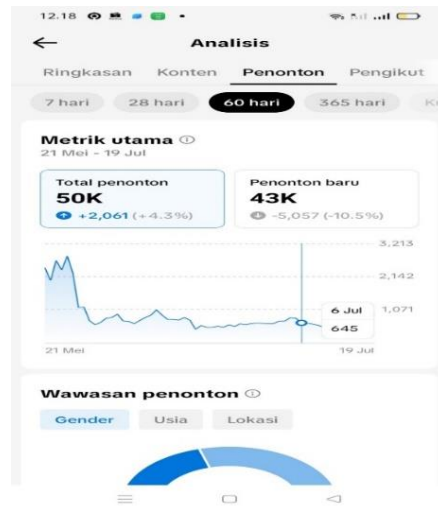


Figure 2. Screenshot of Titok Analytics' total reach of Pempek Sulthan & Pindang Agan Palembang

Next, the researcher conducted an analysis of the Instagram platform using Instagram analytics, namely the results of the performance and posts of Pempek Sulthan and Pindang Agan Palembang on the Instagram platform itself, after analytics, it turned out that the popular content on the Instagram account of Pempek Sulthan and Pindang Agan Palembang was content with the title Get a 92% discount, the content contains questions from the cashier staff at Pempek Sulthan and Pindang Agan to one of the consumers who shopped by asking what percentage of the consumer's cellphone battery is currently, the cashier staff also said that they would give a discount according to the remaining battery of the consumer's cellphone, the content was able to attract attention and was played thirty-nine thousand nine hundred times. The following is a screenshot of the popular content on the Instagram account of Pempek Sulthan and Pindang Agan Palembang.

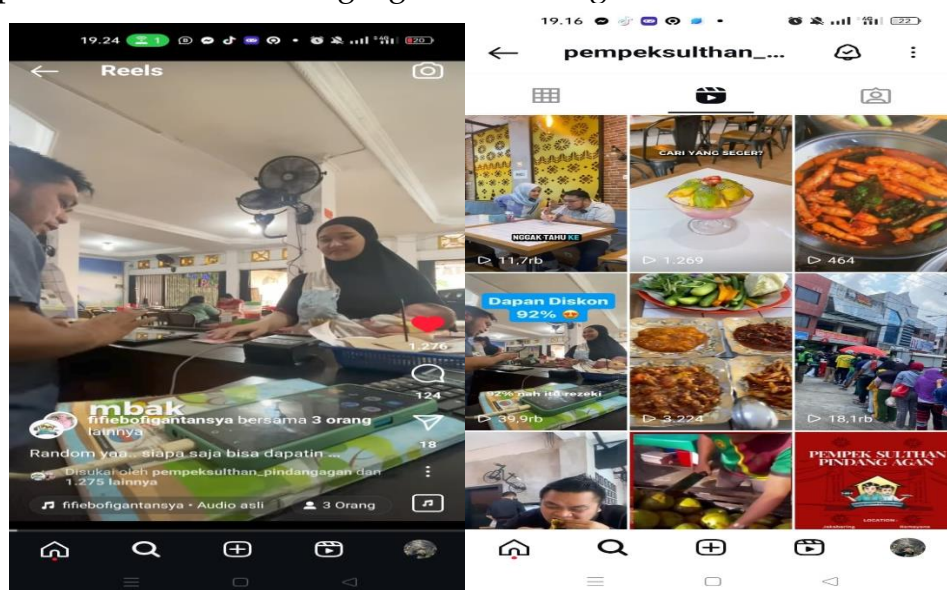


Figure 3. Screenshot of Popular Content Performance on the Instagram Platform Pempek Sulthan & Pindang Agan Palembang

Compared to untitled content in the posts of pempek sulthan and pindang agan Palembang, it turns out that posts that are given titles such as discounts at the beginning of the video are more interesting for Instagram users to play and check whether there is something that can be profitable in the post, such as several comments typed by the #dikriafricanromania account "means I want to charge my cellphone battery first if I eat at @pempekulthandanpindangaganpalembang then another comment written by the #echa_aldo account "okay... charge the battery 100% before entering the shop". Meanwhile, the reach of the Instagram account of pempek sulthan and pindang agan Palembang itself was three thousand four hundred and ninety-three accounts reached during the last 7 days, namely July 20 to July 26 or if averaged as many as four hundred and ninety-nine reaches per day, less when compared to the reach of TikTok views with a percentage of 47% followers and 53% non-followers. The following is a screenshot of the reach of the Pempek Sulthan and Pindang Agan Palembang Instagram accounts.



Figure 4. Instagram analytics screenshot of the reach of Pempek Sulthan & Pindang Agan Palembang

After conducting analytics on the TikTok and Instagram platforms, the researcher conducted an analysis of the Pempek Sulthan and Pindang Agan Palembang Facebook platforms, but it turned out that the Pempek Sulthan and Pindang Agan Palembang Facebook accounts could no longer be accessed because the owner of Pempek Sulthan and Pindang Agan, Mrs. Fifie, forgot the password for the Facebook account, so access to the Pempek Sulthan and Pindang Agan Palembang Facebook account could no longer be accessed. Then the researcher compared the results of the TikTok and Instagram platform analytics into a table to compare the performance of which platform was better for the content created by Pempek Sulthan and Pindang Agan Palembang, here is a comparison of the performance of the Pempek Sulthan and Pindang Agan Palembang platforms in table 1 below:

Table 1. Comparison of Analytics Performance Platform Tiktok and Instagram pempek sulthan and pindang agan palembang

Platform	Average views /day	New viewers	Old viewers
Tiktok	833	716.38	116.62
Instagram	499	234.53	264.47

Based on the data in table 4.2.1 above, it can be seen that the average number of views on TikTok posts is greater when compared to Instagram. This means that in the period of time studied, the TikTok platform was actually more than the Instagram platform. In this case, because the researcher focused on branding activities, it turned out that the TikTok platform was more suitable for use than Instagram, which has the potential to gain new viewers more than Instagram, where the number of views is dominated by old viewers compared to new viewers.

The next step is for researchers to conduct standard measurements (metrics): engagement rate to assess the performance of content on the platform used by pempek sulthan and pindang agan palembang to find out how much feedback is given by the audience to the social media accounts of pempek sulthan and pindang agan palembang. The qualification of the effectiveness of an engagement rate is based on the value: less than one means the level of follower engagement is low, between one and three point five means the level of follower engagement is average/good, then three point five to six means the level of follower engagement is high, then the last if the value of a platform engagement rate is above six, it means that the level of follower engagement of the account is very high. Based on the qualifications above, it shows that the higher the engagement rate of an account, the better the interaction carried out by the account owner with followers.

The engagement rate value of the tiktok account of pempek sulthan and pindang agan palembang is very low, which is zero point zero zero two seven two two, this means that the engagement rate of followers of the pempek sulthan and pindang agan palembang account in July is very low, this is also because the tiktok social media account or platform of pempek sulthan and pindang agan only posted one video and the post also only got three likes, the content published was a video of the pempek sulthan and pindang agan employees dancing as many as three people with the notification "don't forget to watch our live at 18:00, the content was considered less interesting for followers who saw it so that it resulted in very few responses, be it likes, comments, and shares. Then the researcher calculated the engagement rate of the pempek sulthan and pindang agan palembang Instagram platform.

When compared to the number of posts on the Instagram and TikTok platforms of Pempek Sulthan and Pindang Agan Palembang, it turns out that in July, the management of Pempek Sulthan and Pindang Agan posted content more often on Instagram, namely three contents in July 2024 on Instagram, while on the TikTok account there was only one post, if you look at the total engagement rate of the Pempek Sulthan and Pindang Agan Palembang

Instagram account, it is still less than one, which means that the engagement rate of the Instagram account is also less attractive to followers of Pempek Sulthan and Pindang Agan Palembang, if you compare the Instagram and TikTok accounts, the engagement rates of the two accounts are both still below average, meaning that the account must create more interesting content so that the engagement rate of the account can be above average, if this can be implemented, it will also affect the level of follower involvement in the reactions generated from branding activities on these accounts.

After analyzing Instagram analytics, TikTok analytics and calculating engagement rates, researchers also analyzed key metrics. Key matrix analysis is used to determine the number of shares, comments, likes and views obtained as a benchmark for content quality in a photo or video post on each social media used. Key metrics analysis on the TikTok and Instagram social media platforms was carried out in three periods, namely the last seven days, the last twenty-eight days and the last sixty days. The following is a screenshot of the number of shares, comments, likes and views of the TikTok platform, Pempek Sulthan and Pindang Agan Palembang in Figure 5 below:

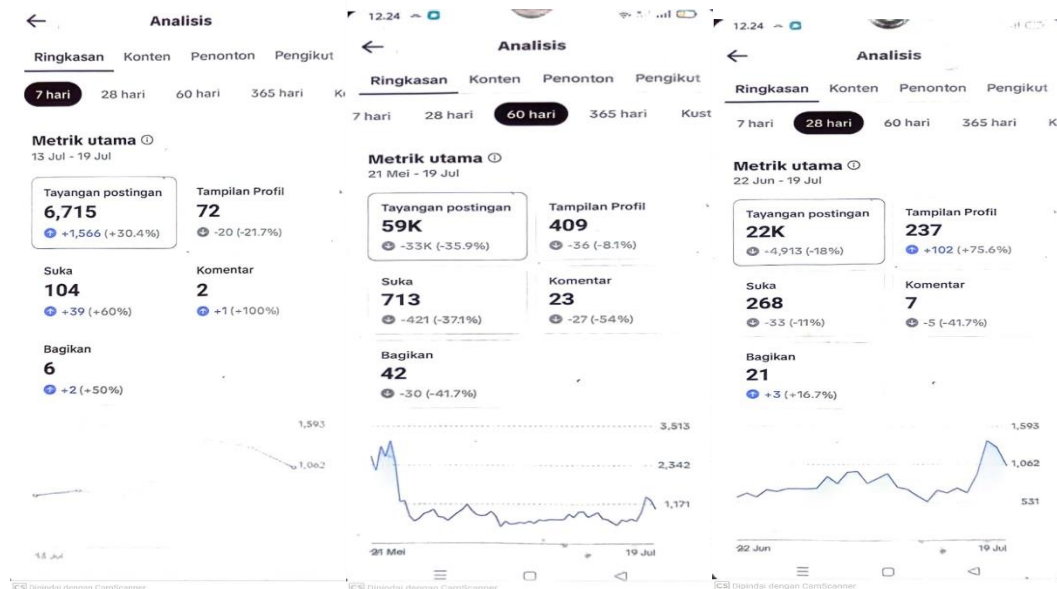


Figure 5. Number of Shares, Likes, Comments, and Views on the Tiktok platform for Pempek Sulthan and Pindang Agan

If we look at the data, the increase in views of the tiktok platform posts of pempek sultan and pindang agan palembang, the average number of views of posts for seven days is nine hundred and fifty-nine views per day with the number of likes one hundred and four likes and two comments, then in the twenty-eighth day of views for the average view of the content of pempek sultan and pindang agan itself is one thousand one hundred per day, this means that there is an average increase of one hundred and four one views every day then two hundred and sixty-eight likes and seven comments, then during the last sixty days the number of views of the post of pempek sultan and pindang agan palembang has decreased, namely at nine hundred and eighty

three views per day, seven hundred and thirteen likes and twenty-three comments. If calculated per table, it will produce the following growth data:

Table 2. Growth performance of Share, Likes, Comments, and Views of the TikTok platform for Pempek Sultan and Pindang Agan Palembang

Share	Description	Number of Shares	Average per day	Growth
	Last 7 Days	6	0.857142857	14%
	Last 28 Days	21	0.75	7%
	Last 60 Days	42	0.7	0%
Likes	Description	Number of Likes	Average per day	Growth
	Last 7 Days	104	15	55%
	Last 28 Days	268	10	-19%
	Last 60 Days	713	12	
Comment	Description	Number of Comments	Average per day	Growth
	Last 7 Days	2	0.285714286	14%
	Last 28 Days	7	0.25	-35%
	Last 60 Days	23	0.383333333	0%
Views	Description	Number of Views	Average per day	Growth
	Last 7 Days	6715	959	22%
	Last 28 Days	22000	786	-20%
	Last 60 Days	59000	983	0%

When viewed from the Growth performance of the share, it is during the last seven days compared to the last twenty-eight days the number of post shares if calculated based on the percentage increased by fourteen percent, then for the performance share of the TikTok platform, Pempek Sulthan and Pindang Agan Palembang for the last twenty-eight days when compared to the last sixty days also experienced a growth of seven percent, then for the performance growth of the Pempek Sulthan and Pindang Agan Palembang account likes during the last seven days when compared to the last twenty-eight days is a growth of fifty-five percent, during the last twenty-eight days the average likes of Pempek Sultahan and Pindang Agan Palembang content posts are ten increasing to an average of fifteen likes per day, but the performance of likes during the last twenty-eight days has decreased from the last sixty days by nineteen percent from an average number of likes per day of twelve likes down to ten likes. Furthermore, for the content performance during the last seven days compared to the last twenty-eight days, the performance of comments on the Pempek Sulthan and Pindang Agan Palembang platforms grew by fourteen percent with an average of comments on posts in the last twenty-eight days of zero point two five to zero point two eight five seven one four two eight six, while the performance growth of the average comment during the last twenty-eight days compared to the last sixty days decreased by thirty-five percent from

an average per day of zero point three eight three three three three three three three three to zero point two eight five seven one four two eight six.

Next, the last performance is performance views, if calculated the average number of views of the posts of Pempek Sulthan and Pindang Agan Palembang experienced a growth of twenty-two percent from the average per day for the last twenty-eight days of seven hundred and eighty-six to nine hundred and fifty-nine, while the performance views for the last twenty-eight days compared to the last sixty days decreased by twenty percent from the average per day of nine hundred and eighty-three views per day to seven hundred and eighty-six. After analyzing the key metrics on the share, like, comment, and views of the posting of the TikTok account Pempek Sulthan and Pindang Agan Palembang, it turns out that during the last twenty-eight days when compared to the last sixty days, the number of likes, comments, and views has decreased in performance and after checking it turns out that during that time period, the TikTok account Pempek Sulthan and Pindang Agan posted three contents during the last sixty days, while during the last twenty-eight days the account did not upload any content, so it turns out that the decrease in the performance of the number of likes, comments, and views was not due to the quality of the video posts but during that time period the platform did not post any videos, while the number of shares during the last twenty-eight days actually increased. This means that from several videos that are displayed, there are videos that on average per day experience an increase in the number of shares from what was previously zero point seven during the last sixty days to zero point seven five during the last twenty days, because the amount of growth is not too large and is still considered zero point, the growth cannot be ascertained whether the growth in shares is indeed liked by followers or not. This is done by Pempek Sultan and Pindang Agan themselves to get more coverage.

Next, the researcher conducted an analysis of the key metrics performance of the Pempek Sultan and Pindang Agan Palembang Instagram for the last seven days, the last twenty-eight days and the last sixty days. The following is a screenshot of the number of shares, comments, likes and views of the Pempek Sultan and Pindang Agan Palembang Instagram platform in Figure 4.6 below:

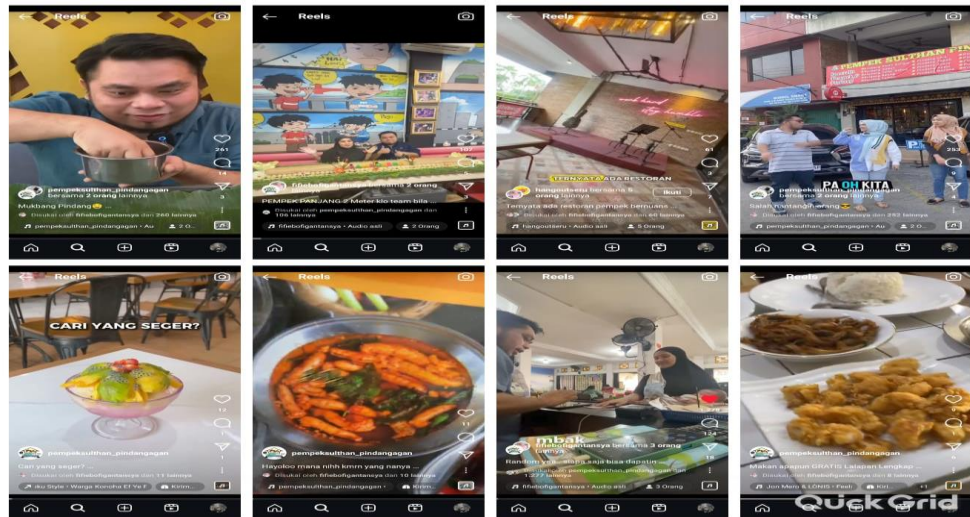


Figure 6. Number of Shares, Likes, Comments, and Views on the Pempek Sulthan and Pindang Agan Instagram platforms

If we look at the data, the increase in views of the posts on the Instagram platform for Pempek Sulthan and Pindang Agan Palembang, the average number of views for seven days is four thousand four hundred and nine views per day with three hundred and ninety-five likes and twenty-one comments, then in the twenty-eighth day of views for the average view of the content of Pempek Sulthan and Pindang Agan itself is one thousand nine hundred and thirty-two per day, this means that there is an average decrease of two thousand four hundred and seventy-seven views per day, then seven hundred and nine likes and thirty-four comments, then during the last sixty days the number of views of the posts of Pempek Sulthan and Pindang Agan Palembang is thirty-seven thousand eight hundred and six views or an average of six hundred and thirty-one views per day, two thousand twenty likes and one hundred and fifty-nine comments. If calculated per table, it will produce the following growth data:

Table 3. Growth performance of Share, Likes, Comments, and Views on the Instagram platform for Pempek Sulthan and Pindang Agan Palembang

Share	Description	Number of Shares	Average per day	Growth
	Last 7 Days	6	0.857142857	26%
	Last 28 Days	19	0.678571429	-7%
	Last 60 Days	44	0.733333333	
Likes	Description	Number of Likes	Average per day	Growth
	Last 7 Days	395	56.42857143	116%
	Last 28 Days	732	26.14285714	-22%
	Last 60 Days	2020	33.66666667	
Comment	Description	Number of Comments	Average per day	Growth
	Last 7 Days	21	3	147%

Views	Description	Number of Views	Average per day	Growth
	Last 28 Days	34	1.214285714	-54%
	Last 60 Days	159	2.65	
	Last 7 Days	30867	4409,571429	125%
	Last 28 Days	54901	1960.75	21%
	Last 60 Days	97575	1626.25	0%

When viewed from the Growth performance of the share, it is during the last seven days compared to the last twenty-eight days the number of post shares if calculated based on the percentage increased by twenty-six percent, then for the performance share of the TikTok platform for Pempek Sulthan and Pindang Agan Palembang during the last twenty-eight days when compared to the last sixty days it turned out to experience a decline in growth of seven percent, then for the performance growth of likes for the Pempek Sulthan and Pindang Agan Palembang accounts during the last seven days when compared to the last twenty-eight days was a growth of one hundred and sixteen percent, during the last twenty-eight days the average likes for Pempek Sultahan and Pindang Agan Palembang content posts were twenty-six increasing to an average of fifty-six likes per day, but the performance of likes during the last twenty-eight days decreased from the last sixty days by twenty-two percent from the average number of likes per day during the last sixty days was thirty-three likes per day down to twenty-six likes per day. Next, for the performance of comments during the last seven days compared to the last twenty-eight days, the performance of comments on the pempek sultan and pindang agan palembang platform grew by one hundred and forty-seven percent with an average comment on posts in the last twenty-eight days of one point two to an average of three comments per day, while the performance growth of the average comment during the last twenty-eight days compared to the last sixty days fell by fifty-four percent from an average of two point six five per day to one point two on average per day. Furthermore, the last performance is the performance of views, if calculated the average number of views of the pempek sultan and pindang agan palembang posts experienced a growth of one hundred and twenty-five percent from an average per day for the last twenty-eight days of one thousand nine hundred and sixty to four thousand four hundred and nine on average per day. While the performance of views during the last twenty-eight days compared to the last sixty days also experienced a growth of twenty-one percent from an average per day of one thousand six hundred and twenty-six views per day to one thousand nine hundred and sixty views per day. After conducting a key metrics analysis on the share, like, comment, and views of the posts on the Instagram account of Pempek Sulthan and Pindang Agan Palembang, it turns out that during the last twenty-eight days when compared to the last sixty days, the number of likes, comments, and views has decreased in performance and after checking it turns out that during that time period, the Instagram account of Pempek Sulthan and Pindang Agan posted eight contents during the last sixty days, while during the last twenty-

eight days, the account posted six contents, so it turns out that the decrease in the performance of the number of likes, comments, and views on the Instagram platform of Pempek Sulthan and Pindang Agan Palembang was influenced by the quality of the less interesting video posts during the last twenty-eight days when compared to the posts in the last seven days where in terms of content creation or posts there were only two videos but the amount of growth for each KPI such as likes, comments, shares and views experienced positive growth compared to content or posts during the last twenty-eight days which in terms of content creation there were six posts.

DISCUSSION

In this study, researchers analyzed the effectiveness of digital marketing strategies for social media accounts of Pempek Sulthan and Pindang Agan Palembang with a focus on the TikTok, Instagram, and Facebook platforms. The results of the analysis showed that although Pempek Sulthan and Pindang Agan have three social media platforms, they focus more on TikTok and Instagram. The data obtained includes demographic insights of followers, post reach, and user interactions, such as the number of likes, comments, and views during different periods.

TikTok analysis revealed that the most popular content was a video showing how people from outside Palembang eat pempek with vinegar, which managed to get 2.5 million views. The data showed an average of 833 daily views with 86% new viewers, showing TikTok's great potential in attracting new consumers. Despite the 4.3% increase in views, the low frequency of content creation – only 2 to 5 times a month – indicates a gap in content strategy that needs to be addressed. Previous research, such as Smith et al. (2022), emphasizes the importance of consistency in content creation to increase user engagement on social media platforms.

On Instagram, the most popular content is a discount promo video that received 39,900 views. The reach of Instagram accounts over the past seven days was 3,493 accounts, with a dominance of old viewers compared to new viewers. This indicates that although Instagram can attract attention, the number of new viewers is lower compared to TikTok. Research by Johnson and Lee (2021) found that attractive titles can increase engagement on Instagram, however, inconsistent posting frequency can reduce its effectiveness.

Meanwhile, the Facebook accounts of Pempek Sulthan and Pindang Agan were inaccessible, hampering further analysis of the platform. The results of the comparative analysis between TikTok and Instagram showed that TikTok had a higher average daily view, indicating that the platform is more effective in attracting new audiences than Instagram. This data is in line with the findings of Patel (2023) who revealed that TikTok has a greater appeal in reaching new audiences than Instagram, especially in the context of short video content.

Further analysis of key metrics such as shares, likes, comments, and views shows that while there was some increase in shares and likes on TikTok, there was a significant decrease in comments and views during the period studied, likely due to a lack of content posting. This supports research by Chen et al.

(2020) which suggests that inactivity in posting content can negatively impact user engagement. In contrast, Instagram showed a consistent decline in views and engagement, underscoring the need for a more effective and consistent content strategy to increase engagement.

Overall, this analysis shows that TikTok is more effective in attracting new audiences than Instagram and underlines the importance of consistency and engaging content strategies to increase user engagement on social media. This research provides valuable insights for Pempek Sulthan and Pindang Agan in optimizing their digital marketing strategies to reach a wider audience and increase their branding effectiveness.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the analysis of the social media performance of Pempek Sulthan and Pindang Agan Palembang, TikTok shows a higher average daily impression compared to Instagram, with 833 impressions per day and 86% new followers, while Instagram generates 499 impressions per day with 53% new followers. Although TikTok has greater potential in attracting new audiences, the engagement rate on both platforms is still low, below 1, indicating that follower engagement is still minimal on both platforms. In terms of growth performance, Instagram excels in almost all metrics, including the number of likes, comments, and views, compared to TikTok. However, this advantage is influenced by the higher frequency of posting on Instagram, which allows for more interaction with the audience. Based on the SWOT analysis, the MSME Pempek Sulthan and Pindang Agan are in Quadrant I, which indicates a strong position and is ready for expansion through a vertical integration strategy.

From a branding perspective, the results of the QSPM analysis emphasize the importance of routinely monitoring platform performance to evaluate marketing effectiveness and determine future platform usage strategies. Therefore, Pempek Sulthan and Pindang Agan are advised to continue to innovate in business development by utilizing the latest technology, especially in expanding the market and strengthening branding nationally. For further research, it is recommended to include additional platforms in the analysis to obtain a more comprehensive comparison of the effectiveness of various platforms for branding activities on social media. Thus, broader research can provide deeper insights and more effective strategies to maximize digital marketing performance on various platforms.

ADVANCED RESEARCH

In this study, there are several limitations that need to be considered to improve the quality and scope of the study results. First, this study only compares two social media platforms, Instagram and TikTok, thus limiting the understanding of the influence of other platforms such as Facebook, Twitter, or LinkedIn in the context of MSME branding and marketing. In addition, differences in posting frequency on Instagram and TikTok may affect the results of the analysis, because without strict control over posting frequency, it is difficult to accurately determine the impact of the platform. Although it was

found that the engagement rate on both platforms was low, other factors such as content type, posting time, and audience interaction patterns may also affect the level of engagement. The data used may also not cover the entire spectrum of the audience or a long enough time to provide a complete picture of long-term trends.

For future research, it is recommended to include additional social media platforms to compare the effectiveness of different platforms in the context of MSME branding and marketing, providing a more comprehensive picture of how each platform impacts marketing performance. Future research should also control posting frequency more closely to ensure that differences in performance are not simply the result of variations in the number of posts. A more in-depth analysis of engagement rates, including factors such as content type, posting time, and audience interaction patterns, may provide additional insights into how to increase follower engagement. Additionally, collecting data over a longer period and with a larger sample size may help understand long-term trends and more consistent impacts of social media on MSME performance. By considering these limitations and implementing the suggestions for future research, a more comprehensive study can be conducted to expand the knowledge on the effectiveness of social media in MSME marketing and branding strategies.

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